



# SinoCorrugated 2021 POST SHOW REPORT

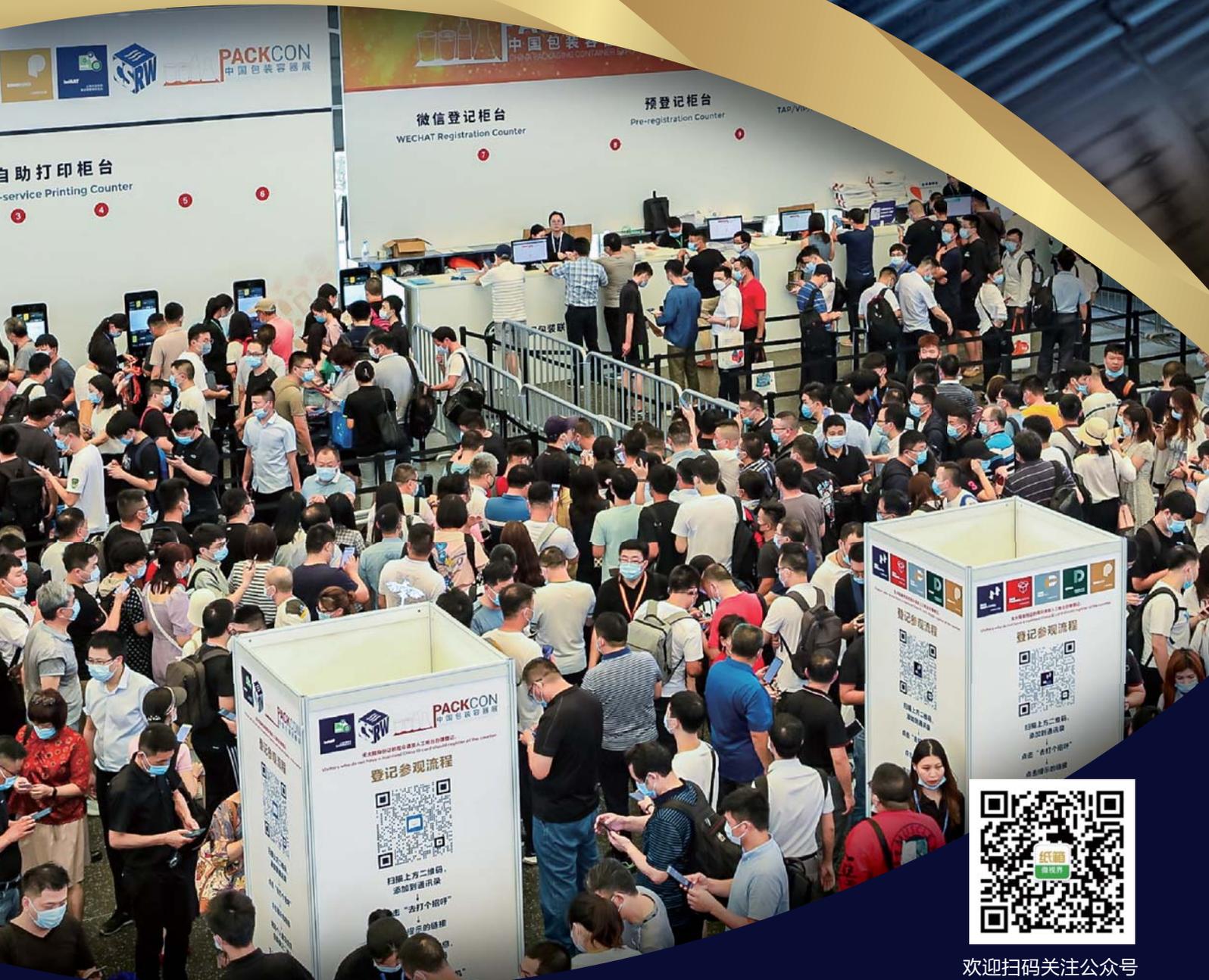
## July 14-17, 2021

### Shanghai New International Expo Center

Organizer



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On July 17, the four-day packaging series exhibitions of Reed Exhibitions, 2021 SinoCorrugated and SinoFoldingCarton, etc. came to a successful end at Shanghai New International Expo Center. With an exhibition area of nearly **100,000** square meters and nearly **800** exhibitors, it comprehensively displayed the trends, technologies, and equipment innovations in the fields of corrugated, folding cartons, soft package, digital printing, paper, internal logistics, cold chain logistics and packaging containers to **93,462** professional visitors from all over the country, confirming the robust prospects for the development of the whole-category packaging industry.

Among them, the 2021 SinoCorrugated and 2021 PRINT TECH attracted **39,784** professional visitors, including **16,166** new visitors (those who didn't attend the Expos in 2017 and 2019), or **40%** of the total visitors, with remarkable results.

## LAYOUT OF 2021 EXHIBITION



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## VISITOR DATA ANALYSIS

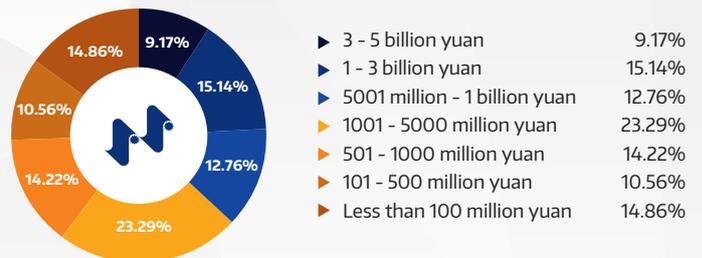
### Business scope of the visiting companies

The main target visitors of SinoCorrugated are corrugated box manufacturers. Over 60% of the visitors of 2021 SinoCorrugated are cardboard manufacturers and corrugated box manufacturers.



### Annual output value of visitors' company

Large-scale cardboard manufacturers and corrugated box manufacturers gathered on the site with strong purchase power and clear purchase demand. According to the survey, 24% of the visitors to 2021 SinoCorrugated were from companies with an annual output value of over 100 million.



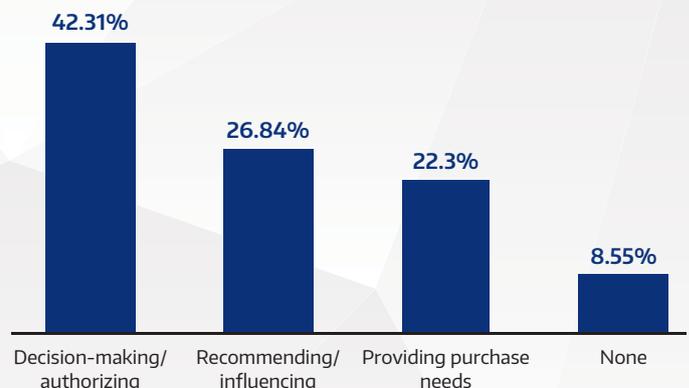
### Visitors' main responsibilities

Enterprise management and procurement generally directly participate in a company's procurement plan. Among the visitors of 2021 SinoCorrugated, such visitors accounted for over 50%.



### Visitors' purchase power

Over 90% of the visitors of 2021 SinoCorrugated play an important role in enterprise purchase, and over 40% of them have the right to make purchase decisions.



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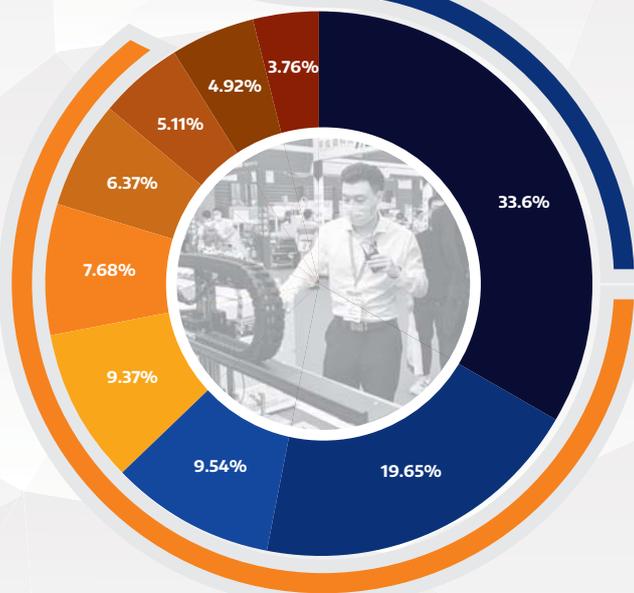
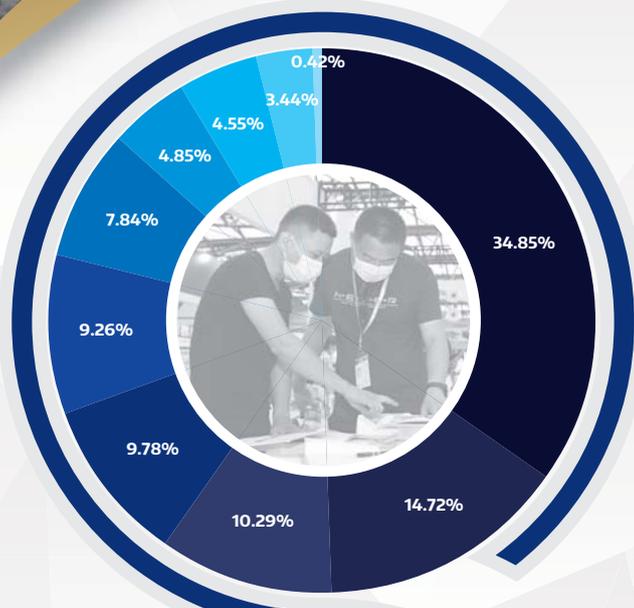
## VISITOR DATA ANALYSIS

### Visitors' visit purpose

|   |        |
|---|--------|
| ▶ Focus on new products, new technologies and new market trends, and prepare for subsequent purchase.                           | 34.85% |
| ▶ Meet existing vendors, agencies, and partners to review and discuss business cooperation                                      | 14.72% |
| ▶ Expand connections and make new friends, so as to create new business opportunities   | 10.29% |
| ▶ Meet specific exhibitors or companies for business development  | 9.78%  |
| ▶ And maintain business relationship with clients and acquaintances through informal events during the exhibition               | 9.26%  |
| ▶ Communicate with people at the exhibition and attend meetings and forums to acquire industry knowledge and improve themselves | 7.84%  |
| ▶ Communicate with as many suppliers as possible to achieve business objectives   | 4.85%  |
| ▶ Evaluate the exhibition effect to decide whether to participate in the exhibition in the future                               | 4.55%  |
| ▶ Keep track of competitors participating in the exhibition   | 3.44%  |
| ▶ Others  | 0.42%  |

### Exhibit categories of interest to the visitors

|  |        |
|--|--------|
| ▶ Corrugating and Ancillary Equipment  | 33.6%  |
| ▶ Converting and Ancillary Equipment   | 19.65% |
| ▶ Paper Board / Converting Consumables | 9.54%  |
| ▶ Corrugated Base Papers               | 9.37%  |
| ▶ Converting Service                   | 7.68%  |
| ▶ Software/Automation                  | 6.37%  |
| ▶ Plant Facility Equipment             | 5.11%  |
| ▶ Corrugated Testing Machines          | 4.92%  |
| ▶ Honeycomb/Pulp Molding Equipment     | 3.76%  |



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In view of the current overseas epidemic situation, in order to help more visitors who are eager to participate in the exhibition but unable to come to the scene, this year's exhibition set up an overseas online exhibition to build an international business platform, so that the visitors and exhibitors unable to be present could "face each other" online.

In 2021, there were 363 exhibitors in overseas online exhibitions, including 258 corrugated exhibitors and 10,732 pre-registered visitors. Over 100,000 exposures were accumulated in four days, generating 600 + platform interactions.

A guide specialist was also presented at the exhibition site to connect overseas registered visitors through WhatsApp and conduct livestreaming via photos and videos. During the three-day exhibition, over 120 overseas visitors were assisted in establishing connection with 200-plus exhibitors, and 350 quick matching events were held. Overseas visitors were from the United States, Sudan, Canada, Malaysia, India, Russia, etc. These events were widely lauded by visitors and exhibitors!



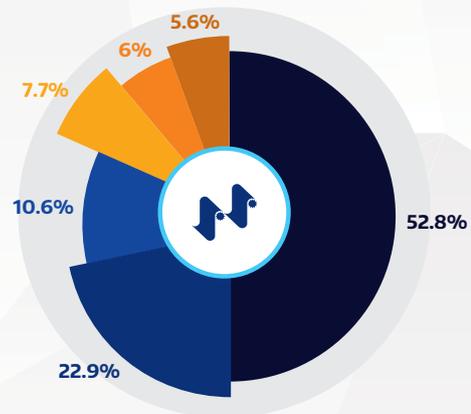
## ANALYSIS OF OVERSEAS VISITOR

### Analysis of overseas visitor sources



|            |     |               |    |
|------------|-----|---------------|----|
| India      | 35% | Vietnam       | 6% |
| Nigeria    | 19% | United States | 4% |
| Bangladesh | 14% | Others        | 8% |
| Pakistan   | 14% |               |    |

### Analysis of products of interest to overseas visitors



|                            |       |           |      |
|----------------------------|-------|-----------|------|
| Corrugators                | 52.8% | Stickers  | 7.7% |
| Printer Slotter Die Cutter | 22.9% | Strappers | 6%   |
| Glue System                | 10.6% | Stacker   | 5.6% |

## ONSITE EVENTS

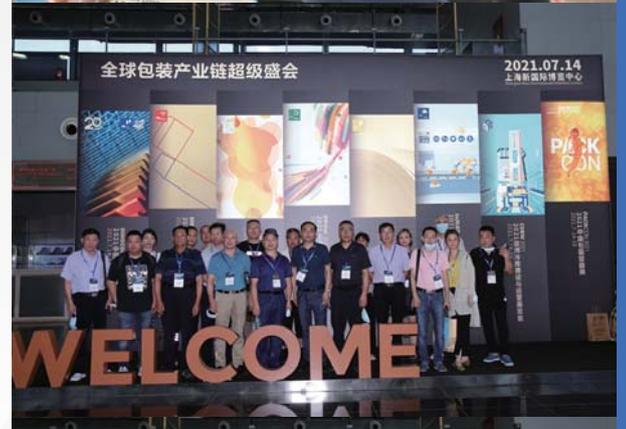
In 2021, **34** great events were held at the exhibition site, attracting nearly **4,000 visitors**, covering the packaging whole industry chain in cooperation with authoritative institutions such as **China Packaging Federation (CPF)** and **China Paper and Pulp Industry Chamber of Commerce**. The event forms include **forums, training meetings, exchange receptions, etc.**, which have been highly affirmed by the industry.

### Association clusters

The 2021 SinoCorrugated has received the support of many industry media and associations at home and abroad with professional visitor groups organized for visits. **50-odd** domestic associations & media organized buyers to visit this exhibition, in which over **3000 group visitors** were present.A

### List of some clusters at 2021 exhibition site

- ◆ China Packaging Federation (CPF)
- ◆ Shanghai Packaging Technology Association
- ◆ Tianjin Packaging Technology Association
- ◆ Chongqing Packaging Association
- ◆ Dongbei Packaging Federation
- ◆ Gansu Packaging Technology Association
- ◆ Hubei Packaging Federation
- ◆ Shaanxi Packaging Technology Association
- ◆ Fujian Packaging Federation
- ◆ Jiangxi Packaging Technology Association
- ◆ Liaoning Packaging Federation
- ◆ Sichuan Packaging Federation
- ◆ Hunan Packaging Federation
- ◆ Liaoning Packaging and Printing Industry Chamber of Commerce
- ◆ Hebei Packaging Industry Chamber of Commerce
- ◆ Henan Packaging Technology Association
- ◆ Changzhou Packaging Industry Association
- ◆ Nanjing Packaging Industry Association
- ◆ Nantong Packaging Industry Chamber of Commerce
- ◆ Dalian Packaging Technology Association
- ◆ Shenzhen Packaging Industry Association
- ◆ Guangzhou Packaging and Printing Industry Association
- ◆ Taizhou Packaging Federation
- ◆ Haining Packaging and Printing Industry Association
- ◆ Wenzhou Packaging Federation
- ◆ Ningbo Packaging Technology Association
- ◆ Cixi Printing and Packaging Industry Association
- ◆ Luzhou Alcohol Packaging Research Association
- ◆ Chengdu Packaging Technology Association
- ◆ Nantong Printing Industry Association
- ◆ Beijing Packaging Technology Association
- ◆ Yulin Printing and Packaging Association
- ◆ Xinjiang Uygur Autonomous Region Packaging Technology Association
- ◆ Ningbo Zhenhai District Cultural Industry Association
- ◆ Ningbo Jiangbei Cultural Market Industry Association
- ◆ Cangnan Carton Packaging Industry Association
- ◆ Xianju County Cultural Industry Association
- ◆ Dongguang County Packaging Machinery Federation
- .....





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